

Bandit Cyclists Beat Goal, Begin Second Leg of Tour

FOR IMMEDIATE RELEASE



BANDIT CYCLISTS BEAT GOAL, BEGIN SECOND LEG OF TOUR
Brother cyclists cover over 1100 miles in only ten days on first leg of cross-country bike tour

St. Helena, CA June 21, 2012 — Brothers Reid and Brant Haflich are expected to complete the first leg of the cross-country Bandit Bike tour by tomorrow, accomplishing their lofty goal of over 100 miles per day traveling through the mountainous regions of Nevada, Utah, and Colorado. Outfitted in Bandit cycling gear, the pair began their journey on June 11th in Yosemite, CA hoping to reach Denver by June 23rd to attend a friend's wedding, before completing the trek to their ultimate destination – New York.



As they begin the second leg of the tour early next week, Reid and Brant will be joined on the tour by their father Dave, and girlfriends Hannah Minter and Lauren Cook on their route across the Midwest through Kansas, southern Missouri, Kentucky, West Virginia and finally into Pennsylvania and New York. The team hopes to complete the trip by the end of July in time for Reid to begin graduate school.



During the tour, the group has been tracking their adventures on Facebook and Twitter. Fans of the Bandit Facebook page can follow the group's progress via live GPS tracking that pinpoints their exact location. The Facebook app includes such innovative functionality as live GPS tracking, Instagram, Tout video and Twitter feeds as well as a cycling quiz and more. To follow the Bandit Bike Tour, visit <http://www.facebook.com/bandit> or follow the cyclists on Twitter: @threethieves #BanditBikeTour.

Bandit Wines are produced by The Three Thieves. Charles Bieler, Roger Scommegna, and Joel Gott, joined together with a mission: To bring great wine at reasonable prices to the public. The "Three Thieves" continue to create great wines such as Bandit at a price, that's a steal.

Bandit and The Three Thieves brands are sold and marketed by Trinchero Family Estates, Napa Valley vintners since 1948. The company produces more than 27 brands of wine including Sutter Home, Trinchero Napa Valley, Main Street, Napa Cellars, Bandit, The SHOW, Terra d'Oro, Montevina, Trinity Oaks, Folie à Deux, Ménage à Trois, and the number one alcohol-removed wine, Fre. The company also imports Angove Family Winemakers and Little Boomey wines of Australia, Doña Paula and Carmen from South America, and markets and sells Joel Gott wines. Visit www.BanditWines.com to learn more.

Photo Credit: Reid Haflich

###

Contacts:

Nora Feeley, Public Relations Director
Trincherro Family Estates
707-963-5928 ext. 2160 / Cell 707-889-7692
nfeeley@tfewines.com

Carissa Abazia, Public Relations Specialist
Trincherro Family Estates
707-963-5928 ext. 2610 / Cell 707-321-7019
Cabazia@tfewines.com